

ABSTRACT OF THE DISCLOSURE

A method for providing a television presentation enhancement includes receiving from a remote location trigger attribute data identifying at least one display attribute of an interactive icon, responsive to receiving the trigger attribute data, causing an interactive
5 icon having the at least one attribute identified by the trigger attribute data to be displayed via a display device, receiving user input selecting the interactive icon, and responsive to receiving the user input, providing a television presentation enhancement. Systems and other methods are also disclosed.